

Subject: Broadway Property Owners Tour - Handout Concept
From: Nick Griffin <NGriffin@downtownla.com>
Date: 10/31/2016 12:10 PM
To: Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org>
CC: Noah Strouse <noah@historiccore.bid>, "zac@dtlarealestate.com" <zac@dtlarealestate.com>, Rena Leddy <rena@fashiondistrict.org>, Donegan McCuaig <donegan@dtlarealestate.com>, Julia Marino <juliamarino.la@gmail.com>, Elan Shore <Eshore@downtownla.com>

Jessica & Co,

Following is a summary of the handout we are preparing for the Broadway property owners tour. Please get back to us with any feedback you might have.

It would be a 4-pager, printed both sides of an 11X17 sheet, folded in half, to create an 8.5X11 front and back and a two-page spread 11X17 map on the inside (draft map concept is attached, we're working with Cartifact to create something more polished).

The front page, would have a title at the top with a brief intro/overview about Broadway's evolution and importance. Below that the page would be divided into 6 sections on the following sectors, each with a photo and brief overview:

- Residential & Community
- Office & Industry
- Retail & Restaurants
- Arts & Entertainment
- Hospitality & Tourism
- Public Transit & Streetscape

The back page would be divided into 3 sections:

- Notable office tenants
- Notable retail tenants
- New projects under construction or proposed

The map spread on the interior would designate properties on Broadway with one of three labels:

Fully Occupied – Both ground levels and upper floors

Retail Occupied – Upper floors vacant

Fully Vacant – No retail or office activity

We would also have "call-out boxes" for selected properties, which would have additional information. Finally, there would be labels to indicate where other DTLA neighborhoods are located in relation to Broadway. Attached is a draft concept for the map.

Nicholas Ziff Griffin
Director of Economic Development

 <https://www.downtownla.com>

Downtown Center Business Improvement District
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017
Call: 213-416-7522 | Fax: 213-416-0858
Web: DowntownLA.com



— image001.png —



— image009.jpg —



— image010.jpg —



— image011.jpg —



— Attachments: —

image001.png	5.8 KB
Broadway Tour Handout - Map Concept - 10-31-16.pdf	619 KB
image009.jpg	518 bytes
image010.jpg	517 bytes
image011.jpg	524 bytes